



NEWS RELEASE

For Immediate Release
October 31, 2000

COUNTY, CITY, RED CROSS JOIN FORCES TO PROMOTE WINTER WEATHER PREPAREDNESS

Seek Designation as "Storm Ready Community"

Monroe County Executive Jack Doyle, City of Rochester Mayor William A. Johnson, Jr., and American Red Cross Executive Director Kyle Rodeman have issued a joint proclamation declaring November 5-11 to be Winter Weather Preparedness Week. Joining those officials in calling for winter preparedness were: the Monroe County Office of Emergency Preparedness, the National Weather Service, the New York State Department of Transportation, the Monroe County Department of Transportation, and the Monroe County Highway Superintendents Association.

"Our primary concern is to keep the people of Monroe County safe in the event of a winter storm," said Jack Doyle. "By teaching people how to react intelligently to winter weather alerts, we are preparing the public to survive the bitter cold, dangerous wind chills, snow accumulations, vehicle and traffic problems, and other serious winter weather conditions. This year we salute the individuals - the hundreds of workers and volunteers that help make us a 'Storm Ready' community."

A number of federal, state, local and volunteer agencies are working to inform and educate our citizens on precautionary measures to ensure winter safety and lessen the hardships caused by the winter season. Severe winter weather can cause death and injury through heart attacks strokes, traffic accidents, and exposure to frigid conditions. It is also responsible for hundreds of thousands of dollars in property damage each year.

"We can't prevent severe winter weather but we can be prepared so that our friends and family are safe. Thanks to Monroe County and the City of Rochester, this new "Storm Ready" initiative will help us adopt shelters in all of our communities so that we are truly as 'Storm Ready' as possible," said Kyle Rodeman, Executive Director, American Red Cross Greater Rochester Chapter.

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The week long preparedness campaign will focus on educating the community about the National Weather Service and winter warning terminology; the importance of understanding road condition forecasts; and vehicle preparedness and vehicle operating safety tips.

As a "quality in government" initiative, Monroe County will be seeking designation as a 'Storm Ready' community from the National Weather Service. 'Storm Ready' is a voluntary program, and is being offered as a means of providing guidance and incentive to officials interested in improving their respective hazardous weather operations.

Others who participated in the announcement were: Muffy Meisenzahl, Administrator of Monroe County's Office of Emergency Preparedness; Frank Dolan, Director of Monroe County's Department of Transportation; Stan Levine, National Weather Service (NWS) Warning Coordination Meteorologist; Ed Doherty, Commissioner - Department of Environmental Conservation/City of Rochester; Charles Moynihan, Region #4 Director for the New York State Department of Transportation; Jim Fletcher, Past President of the Town highway Superintendents Association; and Channing Philbrick, Penfield Town Supervisor.

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